

# BROADCASTERS

# Cafe

A NEWSLETTER ON CURRENT BROADCASTING TOPICS PRODUCED BY GOODWILL COMMUNICATIONS

Summer 2007

## UNIVERSAL PICTURES & ENVIRONMENTAL DEFENSE ATTACK GLOBAL WARMING

Multi-Faceted Effort to Reach Consumers at all Levels



Environmental Defense, a major non-profit dedicated to environmental protection, is partnering with Universal Pictures to develop a national cable and broadcast TV PSA campaign to reduce global warming. The television PSAs incorporate scenes from the upcoming film *Evan Almighty* and encourage viewers to learn how they and their communities can participate by going to [www.fightglobalwarming.com](http://www.fightglobalwarming.com).

*Evan Almighty*, starring Steve Carrell and Morgan Freeman and directed by Tom Shadyac is the first major motion picture comedy to go "carbon neutral" which means offsetting the global warming pollution generated through the production of the film by taking positive environmental steps. Tom Shadyac has long believed in social activism and is a founder of the bottled-water company HtoO, Hope to Others, which donates 100% of profits after taxes to charities around the world. From the beginning of production, he took a personal interest in limiting the release of heat-trapping global warming pollution from activities both on and off the set. The cast and crew of *Evan Almighty* found creative ways to reduce their carbon footprint, for instance, by bicycling instead of driving, using recycled materials and recycling whenever

possible and donating leftover lumber, windows and other materials to Habitat for Humanity. After production was completed, trees were planted near the site of the ark in Crozet, VA, as a community gesture.

Protecting the environmental rights—clean air, clean water, healthy food and flourishing ecosystems—of all people, including future generations, is the primary mission of Environmental Defense.

When research showed that DDT was harming wildlife and was found to be in mother's milk, a small group of scientists joined together in 1967 to form the organization and halted the use of this toxic chemical. This victory was the first of many—from reducing childhood lead poisoning to healthier and cleaner air in communities across the nation—and it demonstrated that great things can happen when truly committed people band together. What makes the organization quite unique is that it focuses on solutions, not just public awareness, often working directly with those involved—businesses, government and communities—to create the appropriate solutions.

Because the window to avert the most dangerous consequences from global warming will soon be closing, this issue is a focal

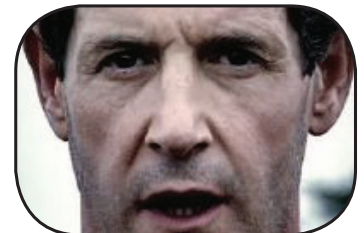
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## TRAIN

:30/:25/5



Global Warming



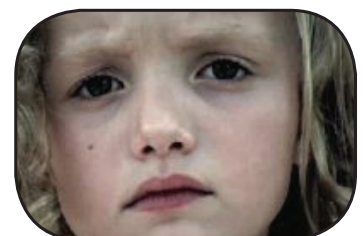
Some say irreversible consequences are 30 years away.



30 years?



That won't affect me.



There's still time.

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point for Environmental Defense. Their scientists, economists and lawyers have advanced the science of global warming and have led efforts to cut global warming pollution and stabilize the climate—all made possible due to the support and involvement of over 500,000 members.

### TV PSAs

The TV PSAs are only a small part of the overall public education effort being launched by Universal Pictures (see sidebar of other activities being planned by Universal). According to Rosemarie Stupel, public service director of Environmental Defense, "It's not every day you get

to work with a dynamic partner like Universal to do something that will make an impact in the fight to solve global warming. Our new PSAs are a great way to educate and activate people on the common-sense things we all can do to reduce global warming pollution."

We all want to leave our children a healthy, flourishing world. There is still time to solve global warming if we join together to take action now to build a clean energy future. Since the way we use energy is causing global warming, preserving the balance of life for future generations is dependent on

reducing our reliance on fossil fuels. When global warming pollution, such as carbon dioxide, is released by burning oil and gas, it rises into the atmosphere, trapping heat. Environmental Defense is working to pass a stringent cap on global warming pollution and avoid the most drastic consequences. The cap and trade system is designed to unleash the private sector to launch a booming new industry in clean technology.

Although most Americans know that global warming is a problem, they often don't know enough about the issue to take action. In the PSA called "Train," the director brilliantly shows a train headed for a

man and a little girl as he looks into the camera saying global warming won't affect him. Then the camera zooms in tight on the child and the point of the issue is brought home. The PSAs will be distributed to nearly 1,200 broadcast TV stations throughout the country as well as 500 lead-

ing cable TV stations.

For more information on Environmental Defense go to [www.environmentaldefense.org](http://www.environmentaldefense.org) or contact Rosemarie Stupel at (212) 616-1288.

There is still time to solve global warming if we join together to take action now to build a clean energy future.

## Universal Pictures "Get On Board" Campaign

### Highlights of "Get On Board" include:

The multifaceted program will involve three broad areas: production and content, theme parks and operations, and employees and communities.

- ▶ All DVDs distributed by Universal Studios will carry messaging about going green, adopting the use of several groundbreaking environmentally conscious packaging and display products.
- ▶ A "Live Earth" concert will be broadcast across Universal's television networks and on other platforms around the globe on 7.7.07, featuring performances by the world's top musicians and inspiring individuals, corporations, and governments to take action to solve the climate crisis.
- ▶ Bravo's suite of digital broadband properties (BravoTV.com, OutZoneTV.com, BrilliantButCancelled.com and getTRIO.com) all "went green" for the day on May 24 with a variety of themed content all branded "It's Not Easy Being Green."
- ▶ SCI FI launched a multifaceted "Visions for Tomorrow" campaign, a public-affairs initiative that encourages individuals, organizations, and policymakers to explore creative solutions to challenging environmental problems.
- ▶ USA Network will air 30- and 60-second spots highlighting "green" as its character of the month, featuring newsworthy celebrities who are committed to the environment.
- ▶ Sundance Channel's weekly eco-destination, "The Green," is presented by Robert Redford and features an original 30-minute program followed by a documentary premiere every Tuesday evening.



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